

ORDER



Orders
Order / Rev: 218877
Alt Order #:
Product Desc: 11/1-11/6 NRSC
Estimate:
Flight Dates: 11/01/12 - 11/06/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K Street Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/NRSC
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN11305
Agency External ID: IN13871/SP2622/AL1146

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	27	\$58,600.00	\$49,810.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	27	\$58,600.00	\$49,810.00	0.00
Totals	27	\$58,600.00	\$49,810.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WVBT	11/01/12	11/06/12	M-F 6-7a Daily Buzz	CM	6-7a	MT-TF--	:30	1	\$100.00	P1	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$100.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		2				\$100.00		0.00			
N 2	WVBT	11/05/12	11/06/12	M-F 8-9a Daily Buzz	CM	M-F 8-9a	MT-----	:30	2	\$100.00	P1	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$100.00		0.00			
N 3	WVBT	11/01/12	11/06/12	M-F 10-11a Millionaire	CM	10-11a	MT-TF--	:30	2	\$200.00	P1	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		2				\$200.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		4				\$200.00		0.00			
N 4	WVBT	11/02/12	11/05/12	M-F 2-3p Jerry Springer	CM	2-3p	M--F--	:30	1	\$350.00	P1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$350.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$350.00		0.00			
N 5	WVBT	11/02/12	11/05/12	M-F 3-4p Steve Wilkos	CM	3-4p	M--F--	:30	1	\$350.00	P1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$350.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$350.00		0.00			

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 Flight Dates: 11/01/12 - 11/06/12

Advertiser: POL/NRSC
 Product Desc: 11/1-11/6 NRSC
 Estimate:

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WVBT	11/02/12	11/05/12	M-F 4-5p M-F 4-5p	CM	4-5p	M--F--	:30	1	\$500.00	P1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--					1	\$500.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$500.00		0.00			
N 7	WVBT	11/02/12	11/05/12	Springer M-F 5-6p Jerry Springer	CM	5-6p	M--F--	:30	1	\$500.00	P1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--					1	\$500.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$500.00		0.00			
N 8	WVBT	11/01/12	11/05/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M-TF--	:30	1	\$3,200.00	P1	0.00	NM	3	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--					2	\$3,200.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$3,200.00		0.00			
N 9	WVBT	11/05/12	11/05/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$2,000.00		0.00			
N 10	WVBT	11/03/12	11/03/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S-	-----S-	:30	1	\$3,200.00	P1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$3,200.00		0.00			
N 11	WVBT	11/04/12	11/04/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$500.00		0.00			
N 12	WVBT	11/04/12	11/04/12	NFL Redskins NFL Redskins	CM	NFL Redskins	-----S	:30	1	\$35,000.00	P1	0.00	NM	1	\$35,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$35,000.00		0.00			
N 13	WVBT	11/04/12	11/04/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p	-----S	:30	1	\$3,200.00	P1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$3,200.00		0.00			
													Totals	27	\$58,600.00